



# Post-Cleaning vs Real-Time Fraud Detection

Why Waiting Until After Fieldwork Costs You Time, Money, and Trust

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# Traditional Post-Cleaning vs Emerging Real-Time Defense

## Post-Cleaning (Traditional)

Collect → Field Ends → QA → Identify Fraud → Remove →  
Re-field → Analyze

## Real-Time (Modern)

Live Scoring → Suspicious Flagged/Paused → Quota Adjusted  
→ **Clean Data Ready**

**The Stakes:** Speed, Cost, Integrity, Trust.

**Industry Shift:** 73% now prioritize real-time detection.





# The Hidden Costs of Post-Cleaning

Cost Item	Post-Cleaning Model	Real-Time Model
Initial Sample / Setup	\$50,000 (Includes Fraud)	\$5,000 (Setup) + \$2,000 (Monitor)
QA & Analysis Labor	\$8,000	\$0 (Included)
Re-fielding / Waste	\$12,500 (Replacements)	\$0 (Blocked Upfront)
Delay Opportunity Cost	\$15,000 (2-3 Weeks Delay)	\$0 (Analysis in 48hrs)
TOTAL IMPACT	\$85,500 + 21 Days	\$7,000 + 2 Days

Net Savings: \$78,500 + 19-Day Acceleration = Higher ROI



# Speed to Insight: Real-Time Wins Decisively

## Post-Cleaning Timeline (7 Weeks)



## Real-Time Timeline (2-3 Weeks)





# Quality, Completeness & Stakeholder Confidence

## Post-Cleaning Challenges

- **⚠ Sunk-Cost Bias:** Contaminated interim data informs bad early insights.
- **⚠ Disruption:** Re-fielding messes up quotas and panel relationships.
- **⚠ Trust Loss:** "Complete" data suddenly needs scrubbing.
- **⚠ Metric Shift:** Brand awareness can swing 8-15% after cleaning.
- **⚠ Residual Risk:** ~2-3% fraud remains.

## Real-Time Advantages

- **✓ Quota Purity:** Sample quotas stay clean throughout fielding.
- **✓ Efficiency:** Zero re-fielding; fewer panel burnout issues.
- **✓ Trust:** Stakeholders see live dashboard of blocked fraud.
- **✓ Stability:** Metrics stable with <2% variance.
- **✓ Clean Data:** Residual fraud risk <0.5%.



# Case Study: Two Identical Projects

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## Project A (Post-Cleaning)

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Sample: 3,000 | Cost: \$60,000

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**Fraud Found Post-Field:** 840 (28%)

**Re-fielding Cost:** \$10,080

**Timeline:** 5 Weeks

**Brand Awareness Shift:** 14 Points (62% -> 48%)

*Client: Concerned about integrity.*

## Project B (Real-Time)

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Sample: 3,000 | Cost: \$61,000

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**Fraud Blocked Live:** 840 Intercepted

**Re-fielding Cost:** \$0

**Timeline:** 2 Weeks

**Consistency:** 99% (No metric shift)

*Client: Confident & Accelerated.*



# Strategic Recommendations

## Choose Real-Time When:

- Sample size >500 or Timeline <3 weeks
- High-incentive (B2B/HNW) or Recurring studies
- Stakeholder confidence is critical

### ROI Model Example

12 studies/year savings = **\$396,000 Net ROI**

## Call to Action

Invest in real-time infrastructure now. Position your organization as forward-thinking and operationally disciplined.

